

WWW.HEALTHPROMOTION.ORG.AU



“Health promotion is the process of enabling people to increase control over the determinants of health and thereby improve their health.”

(World Health Organization Ottawa Charter 1986)

The health promotion profession has evolved alongside, and in response to, the international health promotion movement and the broader new public health movement.

Health promotion not only embraces actions directed at strengthening the skills and capabilities of individuals but also actions directed towards changing social, environmental, political and economic conditions to alleviate their impact on population health.



VISION

Leadership in Health Promotion

PURPOSE

To advance the health of all people in Australia through leadership, advocacy and support for health promotion action in practice, research, evaluation and policy

AHPA IN ACTION

To achieve AHPA's vision and purpose the Board and members commit to:

ETHICAL PRACTICE

Supporting culturally informed, participatory, respectful, and safe practice

HEALTH EQUITY

Addressing the social determinants of health in order to build health equity

INNOVATIVE + EVIDENCE INFORMED APPROACHES

Promoting and supporting evidence informed research, policy and practice

COLLABORATION

Working in partnership with other organisations to improve health and wellbeing



ABN 44 373 080 790
ACN 116231595

FOR MEMBERSHIP ENQUIRIES:

38 Surrey Road
KESWICK SA 5035
Phone: 1300 857 796
International: +61 8 8120 2022

FOR CORPORATE ENQUIRIES:

PO Box M214
CAMPERDOWN NSW 2050
Phone: 1300 857 796
International: +61 8 8120 2022

www.healthpromotion.org.au

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ABOUT AHPA

The Australian Health Promotion Association (AHPA) is Australia's peak health promotion body in Australia and is the only professional association in Australia specifically for people interested or involved in the practice, research and study of health promotion.

The Association has operational Branches in most states and territories with more than 1000 members and subscribers, from government departments and agencies, universities, non-government organisations, community-based organisations and groups, private companies and industries, and students.

As an Australian Public Company limited by guarantee, the Association must meet the requirements of both the Corporations Act 2001 and its own Constitution. These two documents together form the framework within which the Board of Directors governs the company.

The national work of the Association is conducted through a number of committees and working groups. For 2014 these were the:

Aboriginal and Torres Strait Islander Committee

Committee members: Pele Bennet (Chair), Lisa Rooke, Summer Finlay, Antoinette House, Jo Warneck, Luita Casey, Margaret Cargo, Norah Ansey, Assoc Prof Jenni Judd, Shaun Solomon, Patrice Harald

Branch Presidents' Committee

Committee members: Elisha McGuinness (Chair), Michele Herriot, Alana Booth, Melinda Edmunds, Dr Janette Young, David Towl, Jacqui Maginnis, Karen Bedford

National Executive & Finance, Audit & Risk Management Committee

Committee members: Gemma Crawford (Chair), Michele Herriot, Suzanne Gleeson, David Duncan, Melanie Smith

Professionalising Health Promotion Committee

Committee members: Andrew Jones-Roberts (Chair), Janine Phillips, Paul Klarenaar, Tia Lockwood, Dimitri Batras, Dr Margo Sendall, Dr Florin Oprescu, Pele Bennet

Research, Evaluation & Evidence Translation Committee

Committee members: Associate Professor James Smith (Chair), Dr Justine Leavy (Deputy Chair), Associate Professor Jenni Judd, Professor Chris Rissel, Peter Malouf, Dr Florin Oprescu, Melanie Smith, Dr Jonine Jancey

Business Model Working Group

Committee members: Dimitri Batras (Chair), Gemma Crawford, Suzanne Gleeson, Andrew Jones-Roberts, Paul Klarenaar, Kate Vrljic

Communications Working Group

Committee members: Michele Herriot (Chair), Elisha McGuinness, Adam Delaine, Amber Giblett, Jacqui Maginnis, Becky White, George Anderson

Conference Working Group

Committee members: Gemma Crawford (Chair), Suzanne Gleeson, Andrew Jones-Roberts

Strategic Planning Working Group

Committee members: Suzanne Gleeson (Chair), Kate Vrljic, Michele Herriot, Melanie Smith, Dr Florin Oprescu

AHPA National Update Newsletter

Editor: Suzanne Gleeson

The major work of the Association is aligned with the Association's Strategic Directions which are:

1. A highly skilled and sustainable health promotion workforce

- Build the capacity of the health promotion profession through contemporary professional development for members and the sector.
- Promote the profession and the professional identity of health promotion practitioners.
- Promote and disseminate health promotion research and evaluation, and support evidence translation activities and initiatives.
- Strengthen professional and career opportunities for health promotion practitioners.
- Acknowledge and reward professional excellence in health promotion.

2. Effective advocacy for health promotion issues

- Create a strong public voice for health promotion issues through effective advocacy.
- Effectively communicate the value of health promotion, the profession and AHPA.

3. A strong and responsive professional organisation

- Ensure best practice in AHPA's systems, policies, procedures and budgets.
- Develop and sustain strategic alliances and partnerships to promote population health and wellbeing and achieve greater advocacy impact.
- Build a vibrant and well supported organisation with a sustainable membership base.

At the National level current activities include:

- the National Conference usually held annually and hosted by Branches;
- a collaborative tri-yearly Population Health Congress with partners: Public Health Association of Australia, the Australasian Epidemiological Association and the Australasian Faculty of Public Health Medicine;
- the Health Promotion Journal of Australia;
- the Australian Health Promotion Update;
- the website providing professional and membership information;
- social media and advocacy; and
- the national listserv providing members with employment, advocacy and events information.

At the Branch level activities include:

- professional development, such as seminars, workshops and training;
- employment scholarships for health promotion students or graduates;
- mentoring programs;
- conference scholarships;
- social media;
- jobs and events e- lists;
- newsletters outlining current activities and local issues; and
- advocacy activities.

TO MEMBERS AND SUPPORTERS

Welcome to the 2014 Australian Health Promotion Association Annual Report. By any estimation, 2014 has been a big year for our Association and health promotion more broadly with a renewed vision and purpose for AHPA.

A TOUGH YEAR

Nationally, a tough federal budget saw the closure of ANPHA, the abolition of Health Workforce Australia, cessation of National Partnership Agreement – Preventive Health, reduced contribution to the WHO, proposed replacement of Medicare Locals with Primary Health Networks and the recommendation of a controversial GP co-payment. The Association commended small wins in the budget for health, but asked that they not come at the cost of the health of those most vulnerable. Strategic leadership and action will be required to enhance health equity in Australia over the coming decades.

CHALLENGES AND OPPORTUNITIES

Despite these broad challenges we continued another very busy year of consolidation and progress in governance, internal operational systems, and in the priority areas documented in AHPA's Strategic Directions. To take the Association forward, the Directors met for a 2-day, face to face Board meeting in Brisbane. We continued our relationship with Not-for-Profit Accounting Specialists (NFPAS) to provide AHPA's secretariat, book keeping and accounting services to use AHPA's limited resources effectively and efficiently.

Our new strategic and operational plan will guide our work in to 2015 across issues including: a new business plan; website redevelopment; social media plan; conferences and professional development planning; a timeline for professionalisation; and an agenda for advocacy and strategic partnerships. We are also working on a number of other activities including: communication plan; membership review; and a review and consolidation of the Association's policies and procedures. We are committed to: the development of a Reconciliation Action Plan; continuing to improve the status of the journal; clearer communication with members and Branches; engaging Fellows and Life Members; and ways to reduce the operational responsibilities of Branches and the Board. In addition to progress relating to governance, and internal operational changes, much has been achieved both at the National and Branch level. All these initiatives continue to build the foundations for a financially successful and sustainable future for the Association and by implication, all members.

LOOKING BACK

From the 2013 AGM Report we listed AHPA's Board priorities and events as:

1. Delivering AHPA's 22nd National Conference in 2014 **COMPLETE**
2. Completing the Strategic Directions 2013-2018 document **COMPLETE**
3. Reviewing and updating the website and email server **SIGNIFICANTLY PROGRESSED**
4. Progressing the next stage of the Professionalising Health Promotion Project **SIGNIFICANTLY PROGRESSED**
5. Working with partners to plan the Population Health Congress for 2015 **SIGNIFICANTLY PROGRESSED**
6. Developing more coordinated and strategic conference delivery for the future **SIGNIFICANTLY PROGRESSED**
7. Developing better internal and external communication processes **SIGNIFICANTLY PROGRESSED**
8. Scoping the best model for a professional association for health promotion for the future **SIGNIFICANTLY PROGRESSED**
9. Scoping the best way to deliver advocacy **SOMEWHAT PROGRESSED**
10. Supporting small Branches to maintain viability **SOMEWHAT PROGRESSED**

LOOKING FORWARD

In 2015 our work will focus on:

1. Finalising the Operational Plan;
2. Reviewing and updating the website and email server;
3. Progressing the next stage of the Professionalising Health Promotion Project;
4. Working with partners to deliver the 2015 Population Health Congress;
5. Working with the WA Branch to plan the 2016 National AHPA Conference;
6. Working with partners to plan the 2017 World Federation of Public Health Congress;
7. Developing a new business model for the Association;
8. Continuing to develop processes to better engage with Branches;
9. Scoping the best way to deliver advocacy;
10. Development of a Reconciliation Action Plan;
11. Reconsideration of membership fees and structure;
12. Implementing our social media plan; and
13. Continuing to deliver high quality scholarly activity via the Health Promotion Journal of Australia.

THANK YOU

In 2014 we saw a number of new Board members elected and handover of roles. We welcomed new members: Pele Bennet, Dimitri Batras, Elisha McGuiness, Florin Opreescu, Peter Malouf, Kate Vrljic and Melanie Smith at our AGM where we also farewelled outgoing Board members Jenni Judd, David Towl, Jenny Phillip-Harbutt, Janine Phillips and Laetitia M'kumbuzi.

This year we would like to recognise our outgoing Board member – Associate Professor James Smith for his significant and valuable contribution to the Association. As many of you know James has been a significant contributor to AHPA for the last decade across several state Branches as well as nationally including roles as state President and national Vice President. We are pleased to note however that James will not be leaving us entirely as he will be taking up a new mantle as an Associate Editor for the Health Promotion Journal of Australia. We appreciate James' work through many challenging times, and his commitment to a vision for the Association for real leadership in health promotion.

Running a national association is no mean feat. AHPA is staffed almost entirely by volunteers, receives no government funding and exists because of the contribution of members and supporters. We recently presented a back of the envelope calculation of the number of hours that volunteers provide to AHPA each year. Based on at least one hour of time given by each Board member, committee member, branch member, ex-officio, student or contributor means around 8,000-10,000 hours of service. This is a low estimate as we know that in fact most people who contribute to the Association give significantly more time to ensure

that our purpose and vision are achieved. So I would like to thank Board members for their time, and their workplaces who acknowledged the time that it takes to steer the organisation. Indeed to all of our volunteers for your contribution to make health promotion a priority in Australia-thank you. I would particularly like to thank our ex-officio committee members, Branch Presidents and their committees, supporters and partners who continue to help us grow an effective and thriving organisation.

We are heading toward the 30th Anniversary of the Ottawa Charter for Health Promotion which gives us an opportunity to take stock of our progress both as an Association and a profession, discipline and practice. There appears to be no relief in the near future for prevention and health promotion funding meaning we have to be increasingly creative in the ways that we maintain momentum as an organisation.

I am pleased to be heading in to 2015 with our *raison d'être* of leadership in health promotion firmly in front of us. If there is one thing that we can be sure of, there are exciting times ahead. We look forward to sharing them with you.

Gemma Crawford
President

AHPA FELLOWS AND LIFE MEMBERS

Life Membership is the highest honour that the Association can bestow. Life Membership is given in recognition of distinguished, meritorious and special service as a mature leader in health promotion in Australia and an individual's significant contribution to the purpose and objectives of the Association. Only five Life memberships have been awarded throughout AHPA's history.

The Association also recognises significant contribution to the purposes and objectives of the Association and to health promotion in Australia by conferring the award Fellow of the Association.

LIFE MEMBERSHIP

In 2014, the Board was pleased to bestow the award of Life Member upon Professor Peter Howat for contributions to health promotion and public health both locally and internationally for almost 40 years. Peter's significant support of the Association was recognised including his role in creating a professional association for health promotion practitioners, researchers and policymakers.

Peter joins other Life Members:

- Ray James (2000)
- Trevor Shilton (2000)
- Jan Ritchie (2006)
- Lily O'Hara (2006)
- Chris Rissel (2013)

FELLOW OF THE ASSOCIATION

In 2014 this was awarded to Associate Professor Ben Smith for his significant contribution particularly in relation to his role with the Health Promotion Journal of Australia.

Ben joins other AHPA Fellows:

- John Lowe (1999)
- Marilyn Wise (2000)
- Lawrence St Leger (2002)
- Fran Baum (2007)
- James Smith (2013)
- Suzanne Gleeson (2013)



THE BOARD

NAME	CURRENT EMPLOYMENT	AHPA EXPERIENCE (STATE/NATIONAL)	SPECIAL RESPONSIBILITIES
BOARD EXECUTIVE			
GEMMA CRAWFORD <i>PhD candidate; MHP; PGDipPublHlth; BA (Psych)</i>	Lecturer and Research Fellow, Curtin University Director, Viva Health (WA)	Director (2010–) National President (2013–) Treasurer - WA Branch Committee (2005–2008) Co-Chair Program - 18th National Conference (2009) President - WA Branch Committee (2010–2014)	President; Chair - Conference Working Group; Chair - Executive & Finance, Audit and Risk Management Committee; Member - 3rd Population Health Congress Steering Committee; Member - Business Model Working Group; Branch Presidents' Committee & Research, Evaluation and Evidence Translation (REET) Committee (as required)
MICHELE HERRIOT <i>GDipHlthEd; GCHlthEcon; BA(Hons)</i>	Director, Michele Herriot Health Promotion Consulting	Director (2013–) National Vice President (2013–) Member- SA Branch Committee	National Vice President; Chair - Communications Working Group; Member - Executive & Finance, Audit and Risk Management Committee; Member - Strategic Planning Working Group; Member - Branch Presidents' Committee
SUZANNE GLEESON <i>FAHPA, MPH; BSc(Psych) (Hons); GNC; Cert IV Workplace Training</i>	Health Promotion Program Manager: Environment, Sydney Local Health District	Director (2009–) National President (2009–2013) National Secretary (2013–) President - NSW Branch (2006–2009) Member - NSW Branch Committee (2005–) Secretary - NSW Branch Committee (2014) Co-Convenor-21st National Conference (2013)	National Secretary; Chair - Strategic Planning Working Group; Editor - Update; Member - Conference Working Group; Member - Executive & Finance, Audit and Risk Management Committee; Member - 3rd Population Health Congress Steering Committee; Member - Business Model Working Group; Member - Social Determinants of Health Alliance Management Committee
DAVID DUNCAN <i>MSc; BHLth (Hlth Prom)</i>	Academic Skills Adviser, University of the Sunshine Coast (QLD)	Director (2012–) National Treasurer (2014–)	Treasurer; Member - Executive & Finance, Audit and Risk Management Committee

NAME	CURRENT EMPLOYMENT	AHPA EXPERIENCE (STATE/NATIONAL)	SPECIAL RESPONSIBILITIES
COMPANY SECRETARY			
MELANIE SMITH <i>GDipHlthProm;</i> <i>GDHlthCounselling; DipT;</i> <i>Health Leads Mt Eliza</i> <i>Business School</i>	Cardiovascular Team, Heart Foundation SA, (0.6) Consultant, Core & More Health Promotion (0.4)	Director (2014-) Company Secretary (2014-) Member - SA Branch Committee	Company Secretary; Member - Executive & Finance, Audit and Risk Management Committee; Member - REET Committee; Member - Strategic Planning Working Group
BOARD MEMBERS			
DIMITRI BATRAS <i>PhD candidate; MPPM;</i> <i>BAppSc (Health Promotion)</i> <i>(Honours)</i>	Principal Consultant, Attained Success Consulting (Vic)	Director (2014-) Member - Vic Branch Committee (2007)	Chair - AHPA Business Model Working Group; Member - Professionalising Health Promotion Committee
PELE BENNET <i>MBA (currently completing);</i> <i>GAICD</i>	General Manager: Capacity & Performance Improvement Unit, Queensland Aboriginal and Islander Health Council	Director (2014-) Member - Qld Branch Committee (2013-2014) Member - Aboriginal and Torres Strait Islander Committee (2012-) Chair - Aboriginal and Torres Strait Islander Committee (2014-)	Chair - Aboriginal and Torres Strait Islander Committee; Member - Aboriginal and Torres Strait Islander Pre-Congress Working Group for the 3rd Population Health Congress; Member - Professionalising Health Promotion Committee
ANDREW JONES-ROBERTS <i>PGDHlthProm; GDipLeisure Studies; RN</i>	Manager - Portfolio Management Office, Royal District Nursing Service (VIC)	Director (2009-) President - Vic Branch Committee (2009-2013) Convener - Vic Branch Executive (2009-2013) Convener - 19th National Conference (2010) Convener - Vic Branch Mentoring Program Working Group (2002-2009)	Chair - Professionalising Health Promotion Committee; Member - Business Model Working Group; Member - Conference Working Group; Member - 2017 15th World Congress Public Health - National Organising Committee
PAUL KLARENAAR <i>M App.Sc. (Sports Physio);</i> <i>GDipPublic Sector Mgt;</i> <i>GCert. Healthy Planning</i>	Director, Health Promotion, Northern Sydney Local Health District (NSW)	Director (2013-)	Member - Professionalising Health Promotion Committee; Member - Business Model Working Group; Lead - Advocacy special projects (particularly alcohol harm reduction)

NAME	CURRENT EMPLOYMENT	AHPA EXPERIENCE (STATE/NATIONAL)	SPECIAL RESPONSIBILITIES
DR JUSTINE LEAVY <i>PhD; MPH; BSc (Hlth Prom); Assoc Dip Dent Therapy</i>	Senior Lecturer and Research Fellow, Curtin University; Australian Coordinator, Global Institute for Dental Education, Los Angeles (WA)	Director (2013-)	Deputy Chair - REET Committee
PETER MALOUF <i>PhD candidate; BHSci; MPH- ATODS; GradDipPHTM</i>	PhD Candidate, College of Medicine and Dentistry, James Cook University, Townsville (QLD)	Director (2014-)	Member - REET Committee
ELISHA MCGUINNESS <i>MPH, BHSc (Hth Prom)</i>	Senior Public Health Officer, Townsville Public Health Unit	Director (2014-) President - QLD Branch Committee (2012-) Vice President - QLD Branch Committee (2011-2012) Member - QLD Branch Committee (2009-2011)	Chair - Branch President Committee; Member - Communications Working Group
DR FLORIN OPRESCU MD; <i>MPH; MBA; PhD</i>	Senior Lecturer (Health Promotion), University of the Sunshine Coast	Director (2014-)	Member - REET Committee; Member - Professionalising Health Promotion Committee
ASSOCIATE PROFESSOR JAMES SMITH <i>FAHPA; PhD; Dip Bus Mgt; GCPH; BEd; BAppSc Hons</i>	Program Manager - Whole of Community Engagement, Office of the Pro Vice-Chancellor Indigenous Leadership, Charles Darwin University; Adjunct Research Fellow, Collaboration for Evidence, Research and Impact in Public Health; Curtin University (NT)	Director (2006-) National Vice President (2009-2013) President - SA Branch Committee (2006-2007) Editorial Advisory Board Member - Health Promotion Journal of Australia (2011-)	Chair - REET Committee; Co-Convenor - 22nd National AHPA Conference (2014); Member - Scientific Committee, 3rd National Population Health Congress
KATE VRLJIC <i>GradCert (Project Mgt); M (Psych); GradDip (Psych); BA</i>	Senior Project Officer, Department of Health and Human Services (Vic)	Director (2014-)	Member - Business Model Working Group; Member - Strategic Planning Working Group

HIGHLIGHTS

A HIGHLY SKILLED AND SUSTAINABLE HEALTH PROMOTION WORKFORCE

Research, Evaluation and Evidence Translation

The Research, Evaluation and Evidence Translation (REET) Committee has remained very active throughout 2014. The AHPA Board approved a change to the Terms of Reference to expand the membership to include a Deputy Chair.

The REET Committee Chair visited Curtin University in Perth in April 2014. A REET Work Plan 2014-2015 was drafted during this visit in consultation with the Editorial Team, Editorial Assistant, National President and Deputy Chair of REET. This clearly laid out a set of actions for the following year.

Over the past year the Health Promotion Journal of Australia (HPJA) impact factor rose from 0.800 to 1.089. This is a great achievement and reflects the hard work of a highly capable and committed editorial team, which includes Dr Jonine Jancey as the Editor-in-Chief and Professor Peter Howat, Professor Colin Binns and Associate Professor Stacey Carter as Associate Editors. Krysten Blackford has supported the editorial team as an Editorial Assistant throughout 2014. A face-to-face meeting among the HPJA editorial advisory board also took place for the first time in many years in September 2014. The REET Committee and AHPA Board would like to acknowledge the hard work of the editorial team and editorial advisory board for its commitment to the HPJA, and thank Curtin University and Sydney University for supporting its staff to be involved in this way. It would also like to thank Professor Chris Rissel for guest editing

a themed issue of HPJA relating to 'healthy places and spaces' published in December 2014.

CSIRO has continued to publish the HPJA. A significant contract variation was negotiated throughout 2014, which will enhance the marketing and subscribing opportunities associated with journal. AHPA would like to acknowledge CSIRO staff for their ongoing contribution to publishing HPJA throughout 2014. We wish the outgoing publisher, Dr Caroline Hadley all the best in her future endeavours and warmly welcome her replacement Dr Chris Anderson.

Throughout 2014 REET has established guidelines to deal with various requests AHPA receives from time-to-time from researchers. It is envisaged these guidelines will expedite decisions, and associated organisational responses.

The Ray James Memorial Award for excellence and innovation in health promotion research published in the Health Promotion Journal of Australia was presented to Michele Roberts, Simone Pettigrew, Kathy Chapman, Pascale Quester and Caroline Miller at the 22nd National Health Promotion Conference held in Alice Springs in September 2014. The award was presented for their paper entitled 'The advertised diet: an examination of the extent and nature of food advertising on Australian television'. REET Committee congratulates the recipients on this achievement.

A revitalisation project for the Health Promotion Journal of Australia is currently being planned for 2015. This will explore issues about the longer-term vision for HPJA. Additional Associate Editors will be recruited to the HPJA editorial team in 2015.

Professionalising Health Promotion

The AHPA Career Structure Project investigated workforce development strategies and regulatory and non-regulatory options that could support the sustainability of the health promotion industry. This project, supported by funding received from the Queensland Government and the Government of South Australia, was completed in April 2014. The Board would like to thank Daryl Sadgrove for his valuable contribution assisting AHPA with the project.

An important final stage of the project was to undertake a national consultation to obtain feedback on a discussion paper. The broad conclusions from the consultation were:

- There is general support for regulating the health promotion workforce
- The certification model should acknowledge the needs and interests of Aboriginal and Torres Strait Islander health promotion workers
- There is a desire to minimise the demands that ongoing requirement to participate in professional development would have on the workforce (i.e. ensuring PD is accessible, available at a reasonable cost, appropriate for people's learning styles)
- AHPA should have a role ensuring professional development is available that supports professional practice and reflects core competencies for health promotion
- There are concerns regarding fees, funding and resourcing

- A workforce study of the health promotion workforce would be beneficial.

In the 2104 September edition of the Health Promotion Journal of Australia the group published a Letter to the Editor titled 'Creating a sustainable health promotion workforce in Australia: a health promoting approach to professionalisation'. The letter summarised the project's work to date.

In 2014 the AHPA Board established a new Professionalising Health Promotion Committee. The Committee has prepared a workplan for 2014-2015 that addresses recommendations from the AHPA Career Structure Project. The plan has the following goals:

- Identify the options for a regulatory model appropriate for the Australian health promotion workforce. (i.e. Certification model, Continuing professional development model and University accreditation model).
- Determine the level of resourcing required to effectively implement such a model.
- Identify and engage potential partners and key stakeholders with whom AHPA could collaborate to develop, plan and implement an agreed model.
- Prepare recommendations for the Board.

The Committee is currently progressing discussions with IUHPE in regards to the potential for AHPA to become the National Accreditation Organisation (NAO) for Australia for the IUHPE Certification Model.

Communication and Professional Development

The AHPA Strategic Plan identifies effective communication about the value of health promotion, the profession and AHPA, as a key priority. The Communications Working Group seeks to enhance AHPA communication. It identified the need for an enhanced social media presence as important and developed a Social Media policy and strategy for AHPA. Regular tweeting is planned for 2015 with Branches taking lead responsibility and analytics being collected to monitor and evaluate effectiveness. Members are encouraged to follow us on [@AHPA_AU](#). Significant planning has been undertaken regarding the needs of the association at a national and state level in regards to the website. Following consultation and clarification of aims, the website upgrade and development should proceed in the second half of 2015 delivering significantly improved functionality. The Communications Working Group meets monthly and has had representatives from almost every jurisdiction; their valued contribution is greatly appreciated.

The Association also provided several editions of the national Update newsletter, edited by Board member Suzanne Gleeson. This is a large piece of work and we would like to thank Suzanne for her efforts as well as all those that contributed throughout the year.

'Equity @ the Centre: Action on Social Determinants of Health' AHPA Conference 2014

AHPA was delighted to partner with the Northern Territory Chronic Diseases Network (CDN) and the Northern Territory Medicare Local (NTML) to co-host the 22nd AHPA National Conference and the 18th Annual CDN Conference in Alice Springs from

the 4-5th September 2014. The focus on equity was to demonstrate the centrality of fairness and social justice as the underpinning principles of contemporary health promotion, prevention and comprehensive primary health care activities and system reforms across Australia. The conference saw more than 380 practitioners, researchers and policymakers from across the country and beyond descend on Alice Springs for an opportunity to shine a spotlight on the social determinants of health and respond to the growing national and global evidence and commentary acknowledging the need for action. High calibre speakers including Professor Sharon Friel, Martin Laverty, Paul Pholeros, Mary Guthrie, Associate Professor Kerry Taylor, Dr Anne Lowell in conjunction with Dr Lawurrrpa Maypilama and Rosemary Gundjarranbuy. We would like to thank all those involved in the conference including Co-Convenor James Smith for delivering a successful conference on behalf of the Association. AHPA provided scholarships to all active Branches to support members to attend the conference.

One Vision, Many Voices-3rd Population Health Congress 2015

Planning began in earnest for the Congress which once again sees collaboration with Public Health Association of Australia, the Australasian Epidemiological Association and the Australasian Faculty of Public Health Medicine. The Congress will be held in Hobart in September 2015. Monthly meetings have been held and the Steering group conducted a site visit in early 2014. A number of the Board are involved in the Congress planning which hopes to see around 1000 delegates. Early Bird for the Congress will close on 15 June 2015.

AHPA National Conference 2016

The AHPA Board was also pleased to announce that the 2016 National Conference would be held in Perth. The WA Branch has commenced planning for this event. The Board Conference Working Group is supporting this WA branch in planning the event.

AHPA also supported conference bids by PHAA for the World Congress on Public Health and AEA for the 22nd International Epidemiological Association (IEA) World Congress of Epidemiology.

EFFECTIVE ADVOCACY FOR HEALTH PROMOTION ISSUES

Advocacy, Partnerships and Alliances

AHPA has conducted a range of advocacy activities throughout 2014 in line with our Strategic Directions. With federal elections in November 2014 AHPA took the opportunity to recirculate an infographic on health promotion including evidence for effectiveness. This was widely promulgated and well received and complemented by a range of advocacy approaches. Letters of concern were sent to the Prime Minister and Health Minister about the 2014 Federal Budget cuts which included significant reductions to health promotion funding. Additionally, commentary was prepared for AHPA Members and a template letter was developed for members to send to politicians. Joint media releases were also distributed via partners such as AHCRA and PHAA.

The proposed closure of the Australian National Preventive Health Agency (ANPHA) was a setback in building health promotion infrastructure. AHPA made a joint submission with the PHAA to the Senate Committee on Health about the ANPHA Abolition Bill 2014, and we

made a brief presentation to the Senate Community Affairs Committee hearing on our submission.

Throughout the year AHPA also wrote a range of submissions, press releases and letters of concern and took part in activity including on the following issues:

- Reinstating the health star ratings food labelling website
- Competition Policy Review
- National Commission of Audit
- Review of the Medicare Locals and
- Trans-Pacific Partnership Agreement
- AMA Alcohol Summit
- Proposed closure of Aboriginal communities in WA.

Much of our advocacy occurs in collaboration with our valued partners. At a national level we collaborated with: PHAA; Croakey; the Climate and Health Alliance (CAHA); People's Health Movement; Australian Health Care Reform Alliance; National Alliance for Action on Alcohol; National Primary and Community Health Network; Lowitja Institute Health System Coalition in support of Constitutional recognition of Aboriginal and Torres Strait Islander peoples and the Social Determinants of Health Alliance (SDoHA) on issues of mutual importance. We also worked with the Consumers Health Forum of Australia and Foundation for Alcohol Research and Education. Branches of AHPA also undertake significant local advocacy on local issues of importance, often in partnership with others.

Aboriginal and Torres Strait Islander Health Promotion

The Aboriginal and Torres Strait Islander Committee is a standing committee of the AHPA Board. This committee provides support and leadership to AHPA initiatives to assist in advocacy and improvement in the health of Aboriginal and Torres Strait Islander people, particularly in relation to the Close the Gap initiatives. The committee during this time have focused on the leadership and advocacy level at the national conference in Alice Springs where members of committee supported the Northern Territory AHPA Committee in the pre-conference Indigenous workshop. The evaluation report identified ongoing support for multi- sectoral partnerships and engagement. Looking forward to the year ahead, the committee is developing a Reconciliation Action Plan for the Board to endorse and for the Association to implement. The committee is also working to increase the number of Aboriginal and Torres Strait Islander members. The Chair would like to thank everyone for their time, efforts and commitment to the group.

A STRONG AND RESPONSIVE PROFESSIONAL ORGANISATION

Good Governance and Future Planning

2014 was a year of consolidation. The transference of administrative services to the Not For Profit Accountancy Service (NFPAS) has enabled more streamlined processes and greater efficiency. Centralised processes for membership recruitment and renewals were refined. Regular communication with NFPAS staff has been enhanced and with the support of the network of branch presidents and treasurers, uniform processes and procedures are being adopted across the organisation. Monthly reports were prepared for the consolidated budget. A part of review of risk management procedures work commenced on developing revised privacy guidelines to align with changes in legislation. A review of membership fees commenced and a Sponsorship Policy was developed and endorsed to support professional development events. AHPA's Strategic Plan 2014–2018 was posted on AHPA's website mid June 2014. In consultation with Branches, AHPA's Strategic Planning Working group developed the 2014–2018 Operational Plan which is currently being implemented to achieve the goals set out in the Strategic Plan. A Board Face to Face meeting was held in Brisbane to progress many of these issues and was a great opportunity to meet new Board members.

As part of the AHPA's commitment to critical reflection and quality improvement, the Board has begun the process of examining AHPA's business model in practice. A limited time Working Group consisting of

six AHPA Directors was established. The role of the Working Group is to investigate and recommend the most appropriate and cost effective business model for the future viability of AHPA. To date the group has developed a TOR for the Working Group; undertaken a SWOT analysis of AHPA's current business model; articulated the assumptions and questions guiding the project and mechanisms for engaging Branches and other stakeholders. The group will now prepare a document summarising this process and present recommendations to the Board for discussion and decision.

State and Territory Branches

2014 saw the endorsement and formation of the AHPA Branch Presidents' Committee. The Committee was formed to enable more regular communication between the Board and Branches and onwards to members. In addition it enables the facilitation of closer working relationships between Branches to reduce duplication, share ideas, provide support for advocacy efforts, identify areas for partnership (i.e. professional development and mentoring) and ensure that smaller Branches are able to draw on larger Branches for advice and support where necessary.

Whilst the committee was in its first year there have been some key achievements:

- Input into National Strategic and Operational Plans
- Development of a national membership flyer
- Contribution towards AHPA website review process
- Progress towards standardising Branch induction manuals
- Endorsement of a review of AHPA mentoring

and possibilities for a shared approach across Branches.

The group provides a source of mentorship and a space for sharing learnings. It is hoped that the group will also provide a useful opportunity to support and orient incoming Branch Presidents. The Committee is currently collaborating to identify National Operational Plan tasks that are the responsibility of this group and establish collaborations and leads to achieve these.

BRANCHES

NEW SOUTH WALES

Professional Development

- Scholarships were awarded to two members to attend the 22nd Annual AHPA National Conference in 2014.
- The branch organised a Professional Development webinar for NSW & ACT members regarding the effective use of social media. A webinar is a great way to reach members; especially our rural members and we will certainly use it again in the future.

Partnerships

- The Branch co-hosted with PHAA NSW and the Menzies Centre for Health policy, 'The Great Election Debate: The Future of Public Health in NSW'. This was a pre-election lively and well attended health debate with the major political parties to ensure that health promotion and population health are firmly on the political agenda. Over 150 participants attended the event that had the NSW Health Minister debating key public health issues with Shadow Health Minister and Greens Health Spokesperson.

Advocacy

- The Branch sponsored the successful Right to Food Coalition's inaugural food security conference *Putting Food on the Table: Food Security is Everyone's Business*. The keynote speaker and food security advocate Joel Berg, Director New York City Coalition Against Hunger, was a compelling speaker, providing the inspiration for conference delegates to develop strategies to work towards overcoming food insecurity.
- Also, in 2014, we were fortunate to have Dr Patricia Ranald speak to us about the negotiations of the Trans Pacific Partnership Agreement (TPPA): what it means for the health of the Australian population and why it is important to be vocal.

Committee Members

- Karen Bedford (President)
- Li Ming Wen (Treasurer)
- Suzanne Gleeson (Secretary)
- Chris Rissel
- Denise Fry
- Jennifer Evans
- Marilyn Lyford (to May 2014)
- Monique Pryce
- Norah Ansey
- Philayrath Phongsavan

NORTHERN TERRITORY

It has been a low-key year, re-building and determining what will be achievable for the Northern Territory Branch. The highlight of the year was the National Conference held in Alice Springs, some members of the NT Branch participated as part of the organising committee.

The NT Branch Committee met in December 2014 to talk about how to engage new members, and a survey will be sent out to all NT Branch members in the next couple of weeks. The aim of this is to ascertain how the members of the NT Branch would most like to engage and explore ways of building membership.

Committee Members

- Alana Booth (President)
- James Smith (Vice President)
- Cathy Malla (Treasurer)
- Dagmar Schmitt
- Megan Scolyer

QUEENSLAND

In 2014 the Queensland Branch developed and endorsed a new Operational Plan through until 2017. We were also supported by the National President to review our governance procedures. This was important as it enabled the branch to plan for leadership succession and develop streamlined and efficient ways of doing our business.

Key achievements for the year included:

- Advocacy 101 professional development day delivered by Dr Melissa Stoneham from the WA Public Health Advocacy Institute. Over 40 members attended and we hope to repeat this in the future to funnel health promoters into AHPA Queensland Branch advocacy activities.
- Two scholarships were awarded to Branch members to attend the National Conference held in Alice Springs. Both were grateful for the opportunity to access such a high quality professional development and networking event
- Four submissions advocating for health promotion issues such as healthy eating, preventative health workforce needs, government commitment to health promotion spending and health promotion commitments within the new PHC Networks
- Two President's Awards given to worthy recipients Barbra Kurkowski and Nikki Boswell.

Committee Members

- Elisha McGuiness (President)
- Rowena Cramp (Vice-President to June)
- Barbra Kurkowski (Secretary)
- Rebecca Thompson (Treasurer)
- Jane Taylor
- Ruby Winter
- David Hodgson (Feb-June)
- Pele Bennet
- Kristi Heesch
- Kirsty Tinsley (Feb-Oct)
- Nikki Boswell
- Sue Devine
- Marguerite Sendall
- Rochelle Smith



SOUTH AUSTRALIA

Partnerships

Members marched down to the SA Parliament House on June 25th carrying AHPA banners to join the Keep SA Healthy rally against State Government proposed cuts in the area of prevention. As a response to the rally some of the proposed cuts to programs were rescinded. A student team mapped current and potential partners with whom AHPA SA could explore the agenda of "Putting Prevention back on the Agenda in SA". We continued to work with the Australian and New Zealand Association for Leisure Studies (ANZALS) on shared aspects of their conference to be held December 9-11, 2015 in Adelaide. AHPA SA are hosting a "Health and Leisure" stream.

Awards

Kristy Schirmer was recipient of the SA Primary Healthcare Practitioners Award in 2014.

Mindfulness Symposium

A symposium on Mindfulness was run on the 19th September 2014. This was attended by over 120 people. Feedback was extremely positive from participants and we also raised a considerable amount of funds that will enable the branch to support other initiatives.

Social Media

A Facebook site with public and members only pages was set up.

Members

- Janette Young (President)
- Susan Cameron
- Stefania Verlado
- Alex Jackson
- Liana Bellfemini
- Annabel Axford
- Kristy Stengert
- Adam Delaine



TASMANIA

Tasmania is looking forward to having the Population Health Congress in Hobart 6-9 September 2015, One Vision Many Voices:

<http://www.populationhealthcongress.org.au/>

There is significant evidence of need for the Tasmanian Branch involvement in 'Arts Health Tasmania', contained within the National Arts and Health Framework available from the Meeting of Cultural Ministers website at: <http://mcm.arts.gov.au/national-arts-and-health-framework>.

The Tasmanian branch promoted membership of AHPA through a presentation and display of arts and health promotion at the Sustainable Healthcare Transformation International Conference on health system innovation in Hobart 18-20 March 2015, and also at the Hospice Association State Conference, *Community Forum 2015: Empowering the Community*, which will be held in Tasmania as part of National Palliative Care Week, where there will be an arts health stream.

Due to small numbers and illness among our Committee members we have not been as active as we would like to be and plan to implement ways to reinvigorate Tassie Branch throughout 2015.



VICTORIA

It has been another productive year for the Victorian Branch Committee. Our focus remains on three key areas of work: Skill Development, Member Relations and Partnerships.

Skill Development

2014 again saw the running of a successful and well-subscribed Student Careers Night, run in partnership with the Australasian Epidemiological Association, Public Health Association of Australia and Australasian Faculty of Public Health Medicine. We are grateful of the ongoing commitment of our partner agencies to work collaboratively in support of our members.

This was also an election year in Victoria and saw the branch prepare political literacy information and an election scorecard to assist members in making an educated decision at the polling booth.

Member Relations

In a survey of members – you told us the professional development you were seeking was in advocacy, evaluation and systems based approaches. This has guided future planning for skill development activities of the association. You also told us you would value webinars and online learning – an opportunity currently being explored – particularly to reach our rural and regional member base.

The Friday Update email remains a key way to contact members and link them to news, jobs and events in the field of health promotion in Victoria. We have supplemented this communication with our presence on LinkedIn, Facebook and Twitter.

Partnerships

Partnerships with Universities are a key priority for

the branch and we are proud to have delivered guest lectures at a number of institutions and to offer an award in our name to the most promising Health Promotion Student at Deakin University annually. Our greatest partnership remains with our members. We welcome ongoing feedback, support and energy to grow and build the branch in Victoria – and the profession as a whole.

Committee Members

- David Towl (President)
- Laura Newstead (Vice-President)
- Joanne Warnecke (Treasurer)
- Angela Vidic (Secretary)
- Rachel Page
- Stephen Bendle
- Zoe Black
- Zoe Rust

WESTERN AUSTRALIA

In yet another busy year for the Branch there was a focus on proactive advocacy, engaging members, and risk management. The Scholarships program focused on encouraging applications from Aboriginal and Torres Strait Islanders and commencement of a Reconciliation Action Plan. Increased engagement with our Strategic Advisory Group assisted with maintaining corporate history with the Committee.

Key achievements included:

- Five position statements were completed and endorsed in 2014
- Developed a workforce advocacy campaign after changes in prevention funding and feedback from members
- 34 participants in the mentoring program
- 11 Capacity Building and Excellence events
- Implementation of a six-weekly e-News to communicate more effectively with members, and to reduce the length of the News from the West
- Surveying of expired AHPA (WA Branch) membership holders.
- Four Aboriginal and Torres Strait Islander and two graduate scholarships were also awarded.
- Established a number of new procedures and increased the Committee's understanding of the Branch's finances.

Committee Members

- Melinda Edmunds (President from July; Co-Vice President to July)
- Jamie-Lee Cavill (President from February to July)
- Lisa Rooke (Co-Vice President)
- Lorena Chapman (Co-Vice President from July)
- Lisa Wheatley (Treasurer)
- Courtney Mickan (Secretary)
- Amber Giblett
- Sarah Graham
- Chantelle Jeffery
- Heather O'Malley
- Stacey-Mae Prokopyszyn
- Becky White
- Lauren Zappa (from August)
- Kirsty Cave (from August)
- Fiona Mcdougall (to November, then ex-officio)
- Emma-Lee Finch (to July, then ex-officio)



Australian
**HEALTH
PROMOTION**
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Treasurer's Report for 2014

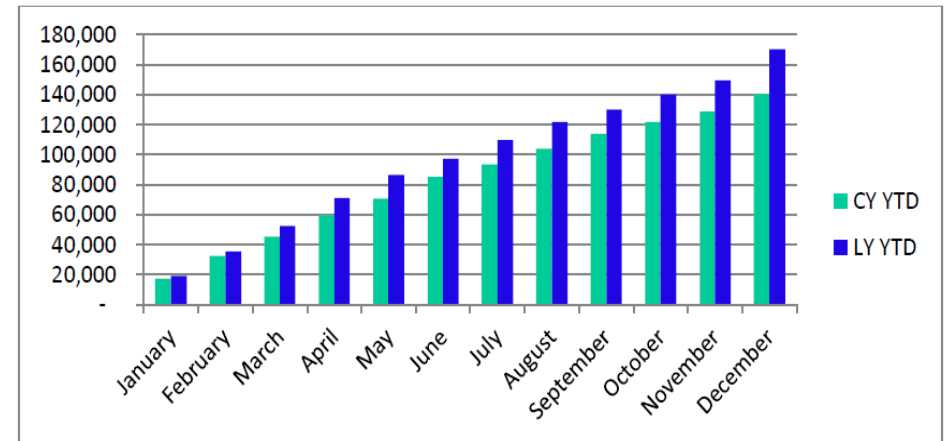
38 Surrey Road
Keswick SA 5035
admin@healthpromotion.org.au
www.healthpromotion.org.au
ABN: 443 730 807 90
ACN: 116 231 595

I'm pleased to offer my report on the finances of the Australian Health Promotion Association (AHPA) for 2014.

The association remains financially viable with more than \$160,000 cash on hand in the National Operating Account, over \$50,000 in the National Interest Account and a Term Deposit with just over \$83,000 invested. As at 31 December 2014, the association had \$683,418 in net assets across the whole association which is almost a 7% increase for the same period in 2013.

AHPA made a profit of \$43,483 in 2014. However, this result is nearly \$25,000 less than the \$68,055 profit in 2013. While there were reductions in some expenses, such as for workshops, auditing, administration, and publishing the journal, there was nearly \$15,000 less revenue from conference proceeds, \$10,000 less in PD events and workshop revenue, and a \$30,000 reduction in membership income in 2014.

The graph below compares full year membership income for 2013 and 2014. While the overall number of members has not changed significantly, there continues to be changes in the composition of the membership, with increasing numbers of 'student or unemployed' memberships and fewer ordinary and corporate members. The Board is reviewing the current membership structure and considering ways to reverse the declining trend in membership income over recent years.



Comparison of AHPA membership income for 2014 (light blue) and 2013 (dark blue)

The secretariat, accounting and bookkeeping functions provided to AHPA by Not for Profit Accounting Specialists are running relatively efficiently, with a \$1000 reduction in the overall cost of these services compared with the previous year. The nearly \$10,000 reduction in costs for the 2013 audit can also be largely attributed to the more streamlined financial processes implemented by NFPAS and the previous National Treasurer, David Towl.

The most significant reduction in expenses to AHPA resulted from the renegotiation of the contract with CSIRO to publish the Health Promotion Journal of Australia, which was finalised towards the end of 2014. Under the new arrangements, publishing costs were significantly reduced from nearly \$70,000 to \$30,000 per year, in exchange for CSIRO taking a

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Treasurer's Report for 2014

38 Surrey Road
Keswick SA 5035
admin@healthpromotion.org.au
www.healthpromotion.org.au
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ACN: 116 231 595

greater share of the copyright revenue. The full reduction in publishing costs is not reflected in AHPA's 2014 financial statements, due to monies already paid to CSIRO before the renegotiation was finalised. The 2015 accounts will include money returned by CSIRO to reconcile the new arrangements.

Apart from the monies from the WA Healthway scholarships and other scholarships, which generally cancel each other out as both a revenue and an expense, the main sources of income were \$140,000 in memberships and over \$72,000 in conference proceeds.

After earning a profit the past two years, the outlook for 2015 is less certain. The 2015 budget includes realistic estimates of costs based on the previous two years of expenses, but has made conservative revenue estimates based on the trend in membership income, the expected reduction in journal profit share and copyright income in exchange for the reduced publishing costs, and the potential for less conference proceeds from the combined Public Health Congress in 2015, compared with a stand-alone AHPA National conference. Better than expected journal and conference income may result in a profit for 2015, but the current forecast is for a loss of around \$20,000 to \$25,000.

However, overall AHPA remains in a strong, financially viable position.

In my first year as Treasurer, it has been somewhat of a steep learning curve, but my transition into the role was assisted by the previous Treasurer, for which I am grateful, who greatly improved AHPA's financial processes during his term. Although at times I have been overwhelmed, I look forward to continuing in the role, if given the opportunity in the next term of the Board, where I hope to learn from the lessons of this year.

I would like to specifically thank the members of the Executive and Finance, Audit and Risk Management Committee, and collectively the National Board for their continued assistance to me in this role. So to Gemma Crawford, Michele Herriot, Suzanne Gleeson, and Melanie Smith in particular, and the National Board more generally, my sincere thanks for your support.

I welcome the opportunity to take questions.

Motion: That the Treasurer's Report be accepted as lodged.

David Duncan

Director and National Treasurer
Member – Executive and Finance, Audit & Risk Management Committee

